

Channel Migration

The **Channel Migration** viewport illustrates the migration between channels over the selected fiscal year and previous fiscal year for retained donors.

The selected fiscal year period is displayed on the top of the table and the previous fiscal year is displayed on the left of the table.

The viewport includes all annual giving donors from the previous fiscal year, and shows which channel they gave to in the selected fiscal year. Any donors from last year who have not given in the selected year fall under the LYBUNT Column.

Clicking on any of the links in the table will bring up the list of donors that make up the results.